

COST COMPARISON: BLACK & WHITE vs COLOR
SEPARATIONS FOR REPORT WORK

DESCRIPTION: A job to be produced has one lay (8-pages) which contains
in one instance a black and white photograph 3x4" and in
a comparative instance a color photograph 3x4".

ASSUMPTIONS FOR CAMERA/LAYOUT

A. The cost and materials figures for camera and layout assume the use of current procedures and methods. Color separations use film which is twice as expensive as film suitable for black and white. The indirect method for producing separations necessitates the 4 hours in "contact".

B. It is assumed that proofs would be required on color separation and this cost is included.

C. The layout figures presume, based on current practice, that for black and white 2 lays (1 text and 1 halftone) would be produced. For color, 5 lays would be required (1 text and 4 separation lays).

ASSUMPTIONS FOR PRESS

A. The black and white lays would be double burned producing 1 plate. The color lays would not be double burned, hence 5 plates.

B. Presswork would be accomplished by running separations plates on the 2-color press and the text on single color press.

COST

Operation	Black and White			Color	
	Labor	Hours	Material	Labor	Material
Camera	.5		\$.30	4.0	\$2.40
Contact	-		-	4.0	2.40
Proof.	.5		.05	2.0	.80
Layout	1.0		-	2.5	0
Checking	.1		-	.5	-
Sub- Totals	2.1		\$.35	13.0	\$5.60

Operation	<u>Black and White</u>		Labor	<u>Color</u>	
	Labor Hours	Material		Material	
Plate	.5	\$1.38	2.5		\$6.90
Press:Make ready	.5		2.5		
Press:Run	.5	Paper cost*	42.5		Paper cost*
Restack	-		1.0		
Sub-Total	1.5	\$1.73 plus 38 paper	23.5 10.5		\$6.90 plus paper
*Paper cost: \$2.50 per 100 sheets 25x38"					
TOTAL	3.6	\$1.73 plus paper	23.5		\$ 12.50 plus paper

Bindery - NA

TIME FACTOR: Thruput ration 1:3

	<u>Black & White-Days</u>	<u>Color-Days</u>
Camera	1	3
Layout/Contact	1	2
Plate	-	1
Press	1	2
Total:	3	8

SUMMARY

<u>No. Copies</u>	<u>Black & White Cost</u>	<u>Color Cost</u>
100	\$55.00	\$350
1,000	81.00	390
5,000	191.00	542

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Remarks: Attached is an almost unintelligible draft memo from [REDACTED] or somebody on the cost of color versus black and white photos. What it says, basically, is contained in the first paragraph entitled "Description" and the last paragraph entitled "Summary." In addition, [REDACTED] 25X1A9a vehemently notes that PSD is not set up to print the Sears & Roebuck catalog, period. If the DDI were to go in for color printing on a large scale, especially in current publications, [REDACTED] would have to get fancy color presses (4 cylinders) and fancy electronic color separators which are both quite expensive. In effect, he says he could handle more color but not a great deal more color for OBG, where he has lots of lead time, but would be in great straits if OCI were to use any appreciable amount of additional color. Shaw would welcome an opportunity to talk to somebody in the DDI's office prior to a decision to allow appreciably more color printing.			
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